

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
2. Authorization for this examiner's amendment was given in a telephone interview with Robert Bailey on January 29, 2010.
3. Claims 1-19, 26-30, 34-39, 42-45, and 47 (renumbered as 1-35) are allowed.
4. The application has been amended as follows:
5. REPLACE Claims 1-19, 26-30, 34-39, 42-45, and 47 with claims 1-19, 26-30, 34-39, 42-45, and 47 amended by examiner set forth below:

1. (Currently Amended) An Internet delivery method delivering electronic information products to a plurality of users via the Internet, the method comprising:
  - storing a plurality of display formats in a database, said display formats including at least a default display format and [[a]] one or more custom display formats;
  - storing information indicating whether one or more of said plurality of users is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;
  - providing access to an authenticated user in a customized fashion, including displaying requested electronic product information to the authenticated user in accordance with the one or more custom display formats that are associated with the authenticated user;

delivering electronic product information to the authenticated user in accordance with the one or more customized display formats that are associated with the authenticated user;

    determining, upon a valid authentication of a user from said plurality of users, whether the authenticated user is said specific type of user;

    delivering, upon determination that the authenticated user is said specific type of user, a system display page formatted in said a custom display format from the one or more custom display formats, said system display page configured to receive search criteria for one or more electronic information products;

    delivering, upon determination that the authenticated user is not said specific type of user, the system display page formatted in said default display page format and configured to receive the search criteria for the one or more electronic information products;

    receiving a request for an electronic information product from said one or more electronic information products;

    formatting, upon determination that the authenticated user is said specific type of user, said electronic information product to a customized version corresponding to said custom display format via retrieving one or more information items from said one or more content databases;

    delivering, upon determination that the authenticated user is said specific type of user, said customized version of said electronic information product; and

    delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product formatted in said default display format.

2. (Previously Presented) The method of claim 1, wherein the information indicating whether the user is the specific type of user comprises subscription account information.
3. (Previously Presented) The method of claim 1, wherein there are a plurality of user types and a plurality of custom display formats, each custom display format from said plurality

of custom display formats corresponding to at least one user type from said plurality of user types.

4. (Original) The method of claim 3, wherein said plurality of custom display formats comprises custom display formats in different languages.

5. (Original) The method of claim 1, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

6. (Previously Presented) The method of claim 1, wherein the customized version of the electronic information product is transmitted to a wireless device.

7. (Currently Amended) The method of claim 6, further comprising:

recognizing that the customized version of the electronic information product is to be transmitted to [[a]] the wireless device; and

transmitting the customized version of the electronic information product formatted in a customized display format appropriate for the wireless device.

8. (Original) The method of claim 1, wherein the electronic information products comprises healthcare information.

9. (Original) The method of claim 1, wherein the user's use of the method is tracked.

10. (Currently Amended) An Internet delivery system adapted to deliver electronic information products to a plurality of users via the Internet, the system comprising:

one or more content databases storing data or other information for electronic information products; and

one or more modules configured to:

provide access to the plurality of users in a customized fashion, including  
displaying requested electronic information to the plurality of users in

accordance with one or more custom display formats that are associated with one or more of the plurality of users;

deliver electronic information to the plurality of users in accordance with the one or more customized display formats that are associated with the plurality of users;

determine, upon a valid authentication of a user from said plurality of users, whether the authenticated user is a specific type of user,

deliver, upon determination that the authenticated user is said type of user, a system display page formatted in a custom display format, said system display page configured to receive search criteria for one or more electronic information products;

deliver, upon determination that the authenticated user is not said specific type of user, the system display page formatted in a default display format and configured to receive the search criteria for the one or more electronic information products;

receive a request for an electronic information product from said one or more electronic information products listed on said system display page;

format, upon determination that the authenticated user is said specific type of user, said electronic information product to a customized version corresponding to said custom display format via retrieving one or more information items from said one or more content databases;

deliver, upon determination that the user is said specific type of user, said customized version of said electronic information product, and

deliver, upon determination that the user is not said specific type of user, said electronic information product formatted in a default display format.

11. (Previously Presented) The system of claim 10, wherein information indicating whether the authenticated user is said specific type of user comprises subscription account information.

12. (Previously Presented) The system of claim 10, wherein there are a plurality of user types and a plurality of custom display formats, each custom display format from said plurality of custom display formats corresponding to at least one user type from said plurality of user types.

13. (Original) The system of claim 12, wherein the plurality of custom display formats comprises custom display formats in different languages.

14. (Original) The system of claim 10, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

15. (Previously Presented) The system of claim 10, wherein the electronic information product is transmitted to a wireless receiving device.

16. (Original) The system of claim 15, wherein electronic information product is transmitted wirelessly.

17. (Original) The system of claim 15, wherein the electronic information product is transmitted by cradle synchronization.

18. (Previously Presented) The system of claim 10, wherein said one or more modules are further configured to perform healthcare related functionality and deliver healthcare information.

19. (Original) The system of claim 10, wherein the user's use of the system is tracked.

20-25. (Cancelled)

26. (Previously Presented) The method of claim 1, wherein the custom display format includes a customized interface providing access to one or more databases, products, or functions associated with a set of subscription accounts of the identified specific type of user.

27. (Previously Presented) The method of claim 1, wherein the customized version of the electronic information product includes information gathered from a group consisting of a Physicians Desk Reference content database, proprietary pharmaceutical databases, and healthcare related databases.

28. (Previously Presented) The method of claim 2, wherein the subscription account information includes authorization to access one or more functions associated with the specific type of user, wherein the one or more functions are selected from a group consisting of pharmaceutical inventory management, formulary management, continuing medical education, healthcare related web community servers, and pharmaceutical order and delivery.

29. (Currently Amended) The system of claim 10, wherein the one or more content databases have stored therein one or more sets of healthcare-related information and a plurality of display formats, the plurality of display formats including custom display formats associated with particular users of the Internet delivery system or categories of users of the healthcare information delivery system, and wherein the one or more modules include the following modules:

~~an authorization module configured to provide access to registered users of the Internet delivery system in a customized fashion, including receiving search criteria from the registered users and displaying requested healthcare related information to the registered users in accordance with the custom display formats that are associated with the registered users;~~

~~a requesting module configured to receive a set of search criteria from [[the]] registered users through the custom display format and search the one or more databases for healthcare-related information corresponding to the set of search criteria; and~~

~~a delivery module configured to deliver the healthcare related information returned from the requesting module to the registered users in accordance with those of the customized display formats that are associated with the registered users.~~

30. (Previously Presented) The system of claim 29, wherein the requesting module further comprises an interface to a formulary management system.

31-33. (Cancelled)

34. (Previously Presented) A computer-readable storage medium containing a set of executable instructions, which when executed by one or more processors, cause said one or more processors to implement a method comprising:

storing a plurality of display formats in a database, said display formats including at least a default display format and [[a]] one or more custom display formats;

storing information indicating whether one or more of said plurality of users is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;

providing access to an authenticated user in a customized fashion, including displaying requested electronic information to the authenticated user in accordance with the one or more custom display formats that are associated with the authenticated user;

delivering electronic information to the authenticated user in accordance with the one or more customized display formats that are associated with the authenticated user;

determining, upon a valid authentication of a user from said plurality of users, whether the authenticated user is said specific type of user;

delivering, upon determination that the authenticated user is said type of user, a system display page formatted in said a custom display format from the one or more custom display formats, said system display page configured to receive search criteria for one or more electronic information products;

delivering, upon determination that the authenticated user is not said specific type of user, the system display page formatted in said default display page format and

configured to receive the search criteria for the one or more electronic information products;

receiving a request for an electronic information product from said one or more electronic information products listed on said system display page;

formatting, upon determination that the authenticated user is said specific type of user, said electronic information product to a customized version corresponding to said custom display format via retrieving one or more information items from said one or more content databases;

delivering, upon determination that the authenticated user is said specific type of user, said customized version of said electronic information product; and

delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product or another electronic information product formatted in said default display format.

35. (Previously Presented) The computer-readable storage medium of claim 34, wherein the custom display format includes presentation logic on how to create the customized version of the electronic information product.

36. (Previously Presented) The method of claim 1, wherein said customized electronic information product includes information associated with embedding said customized electronic information product in said display page.

37. (Previously Presented) The method of claim 1, wherein said formatting said electronic information product to said custom display format further includes:

accessing an application framework communicable with one or more services associated with said electronic information product, and

retrieving, via said application framework, information associated with said custom display format from said one or more services.

38. (Previously Presented) The system of claim 10, wherein said customized electronic information product includes information associated with embedding said customized electronic information product in said display page.

39. (Previously Presented) The system of claim 10, wherein said one or more modules are further configured to:

access an application framework communicable with one or more services associated with said electronic information product, and

retrieve, via said application framework, information associated with said custom display format from said one or more services.

40-41. (Cancelled)

42. (Previously Presented) The computer-readable storage medium of claim 34, wherein said customized electronic information product includes information associated with embedding said customized electronic information product in said display page.

43. (Previously Presented) The computer-readable storage medium of claim 34, wherein said formatting said electronic information product to said custom display format further includes:

accessing an application framework communicable with one or more services associated with said electronic information product, and

retrieving, via said application framework, information associated with said custom display format from said one or more services.

44. (Previously Presented) The Internet delivery method according to claim 1, wherein the electronic information product formatted in the default display format is configured to receive at least one response from the user.

45. (Previously Presented) The system according to claim 10, wherein the electronic information product formatted in the default display format is configured to receive at least one response from the user.

46. (Cancelled)

47. (Previously Presented) The computer-readable storage medium according to claim 34, wherein the electronic information product formatted in the default display format is configured to receive at least one response from the user.

#### **REASON FOR ALLOWANCE**

6. The prior art of record fails to teach or suggest the claimed invention individually or in combination the limitation of “providing access to an authenticated user in a customized fashion, including displaying requested electronic product information to the authenticated user in accordance with the one or more custom display formats that are associated with the authenticated user; delivering electronic product information to the authenticated user in accordance with the one or more customized display formats that are associated with the authenticated user; . . . delivering, upon determination that the authenticated user is said specific type of user, a system display page formatted in a custom display format from the one or more custom display formats, said system display page configured to receive search criteria for one or more electronic information products; delivering, upon determination that the authenticated user is not said specific type of user, the system display page formatted in said default display page format and configured to receive the search criteria for the one or more electronic information products; . . . delivering, upon determination that the authenticated user is said specific type of user, said customized version of said electronic information product; and delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product formatted in said default display format as set forth in claims 1, 10, and 34.

7. The closest prior art, Chowdhry et al. taken with Miller, discloses the creation of internet or enterprise portals using web-enabled objects or portlets, and more particularly to the custom and automated creation of internally or externally facing web portals. However, Chowdhry et al. taken with Miller does not teach or suggest the limitations cited above as being free of any prior art when read in the claims as a whole.

## CONCLUSION

8. Patent applicants with problems or questions regarding electronic images that can be viewed in the Patent Application Information Retrieval system (PAIR) can now contact the USPTO's Patent Electronic Business Center (Patent EBC) for assistance. Representatives are available to answer your questions daily from 6 am to midnight (EST). The toll free number is (866) 217-9197. When calling please have your application serial or patent number, the type of document you are having an image problem with, the number of pages and the specific nature of the problem. The Patent Electronic Business Center will notify applicants of the resolution of the problem within 5-7 business days. Applicants can also check PAIR to confirm that the problem has been corrected. The USPTO's Patent Electronic Business Center is a complete service center supporting all patent business on the Internet. The USPTO's PAIR system provides Internet-based access to patent application status and history information. It also enables applicants to view the scanned images of their own application file folder(s) as well as general patent information available to the public.

9. For all other customer support, please call the USPTO Call Center (UCC) at 800-786-9199. The USPTO's official fax number is 571-272-8300.

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Dune Ly, whose telephone number is (571) 272-0716. The examiner can normally be reached on Monday-Friday from 8 A.M. to 4 P.M.

11. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo, can be reached on (571) 272-3642.

/Cheyne D Ly/  
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